

2015-16 College/University Flu Vaccination Challenge Kick Off Webinar

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MDHHS

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What Did We Learn from the 2014-15 Flu Season?

WHAT DID WE LEARN FROM 2014-15?

- Last season was early, severe, hit adults 65+ years particularly hard
- Flu vaccine did not match circulating strain → low vaccine effectiveness
- Last season's difficulties will likely carry over to 2015-16
 - Low demand for flu vaccine
 - Questions about effectiveness
- Important to remember
 - Flu vaccine strains changed for 2015-16, hopeful we'll have much better effectiveness
 - Each flu season is unpredictable, could start early, hit young adults hard, we have to be ready
 - Immunization neighborhood: collaborate with your partners and use them as resources

ASHLEY'S STORY

- 23-year-old nanny
- Positive flu result too late for her to be treated with antivirals
- Fever spiked on Christmas
- Developed pneumonia
- Even healthy, young adults can die from the flu.

www.michigan.gov/flu → flu gallery
www.theashleymccormickflufoundation.com

Why get a flu vaccine?

Ask the McCormick family of Michigan.



Even healthy, young adults can get the flu, and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Ashley's story

Ashley McCormick was a 23-year-old nanny. She came home from work on December 20, 2013, with a runny nose, sore throat, and headache. The next day she had a high fever and went to urgent care. Her positive flu result came too late for Ashley to be treated. She started to feel better, but on Christmas her fever was 103.8 degrees. The next day she went to the emergency room with pneumonia. Ashley had H1N1 flu and quickly became very sick. On December 27, Ashley died from the flu.

Ashley's life may have been saved if she had been vaccinated.



www.aimtoolkit.org



Concept adapted with permission from Texas Children's Hospital.

CALL TO ACTION

- Let's prevent flu in Michigan.
- Let's work together to establish flu vaccination as a social norm on campus.
- Let's collaborate to innovate ways to promote flu vaccination interest among students.
- Let's aim to be the state with the highest flu vaccination coverage rates among young adults – and no more flu-related deaths among young adults.

2014-15 College Flu Challenge: Accomplishments

2014-15 FLU CHALLENGE ACCOMPLISHMENTS

- 5,717 individuals (average age 23.5 years) self-reported that they received flu vaccination between August 2014 and NIVW in December 2014
- The 14 enrolled school health centers entered 12,953 flu vaccinations into MCIR from July 1 to December 31, 2014
 - A 60% increase from 8,098 doses during the same time period in the 2013-14 season!
- The 14 enrolled school health centers entered 13,914 flu vaccinations into MCIR from July 1, 2014 to March 31, 2015
 - A 33% increase from 10,468 doses during the same time period in the 2013-14 season!



EXTERNAL COLLABORATION ACCOMPLISHMENTS

- Print ad ran in 11 of the 14 school newspapers
 - Reached more than 90,000 students

- Mom Knows Best PSA had over 22,700 views
 - 75% of viewers in the young adult target demographic
 - Distributed further by Alana's Foundation, Families Fighting Flu, Immunization Action Coalition, Meningitis Angels, National Meningitis Association, and Voices for Vaccines
 - Reached more than 100 million individuals



“Mom Knows Best” PSA Targeting College Students:
<https://www.youtube.com/watch?v=V7yQ3qD-Dxl>

IMMUNIZATION EXCELLENCE AWARD: HONORABLE MENTION



[HOME](#) [WORKGROUPS](#) [ANNUAL SUMMIT](#) [SUMMIT AWARDS](#) [ADULT STANDARDS](#) [WORLD SUMMITS](#) [RESOURCES](#)

Immunization Excellence Awards



NAIIS Immunization Excellence Awards

Nominations are now open! Deadline has been extended to March 1, 2015

The National Adult and Influenza Immunization Summit (NAIIS) is soliciting candidates for the 2015 NAIIS Immunization Excellence Awards. The 2015 awards recognize individuals and organizations that made extraordinary contributions towards improving vaccination rates within their communities **during 2014**. The awards focus on individuals and organizations that exemplify the meaning of the "immunization neighborhood" (collaboration, coordination, and communication among immunization stakeholders dedicated to meeting the immunization needs of the patient and protecting the community from vaccine-preventable diseases). Unless specifically indicated in the award description, the immunization activities should be broader than influenza activity. A National Winner and possibly an Honorable Mention recipient will be selected for each award category.

Award Categories

The six categories of recognition are:

- **Influenza Season Campaign**
- **Healthcare Personnel Campaign**
- **"Immunization Neighborhood" Champion**

Award Winners Archive

- › [Immunization Excellence Awards](#)
- › [2014 Immunization Excellence Awards](#)
- › [2013 Immunization Excellence Awards](#)

Nomination Evaluation Criteria

Nominees were evaluated in the following areas related to their immunization activities:



Inclusion of number of individuals

2014-15 College Flu Challenge: Evaluation Results

2014-15 FLU CHALLENGE EVALUATION

- 11 of 14 enrolled schools completed evaluation survey
- Communications/outreach:
 - Majority of schools sent email blasts (e.g. entire student body)
 - Majority of schools used social media to promote the challenge
 - 100% used Facebook, less used Twitter
 - All schools held events on campus
- Collaboration
 - Majority of schools partnered with their students
 - Mostly health professions students, also peer educator groups
- Michigan Care Improvement Registry (MCIR)
 - Majority of schools entered flu vaccines during 2013-14, 2014-15
- In general, schools said they wanted to start efforts earlier

2014-15 FLU CHALLENGE EVALUATION

■ MDHHS

- For the most part, all schools liked MDHHS Flu Challenge materials
 - Suggestions: funny cartoons/videos to repost on social media
- Majority of schools said MDHHS' communication frequent enough
 - 100% preferred email
- All schools like MDHHS webinars, most said frequent enough

■ Measuring students' flu vaccination coverage

- Schools were split on liking the self-report student survey
- More schools liked MCIR as way to measure coverage

2014-15 FLU CHALLENGE EVALUATION

- Areas for improvement
- Majority of schools did not:
 - Partner with their local health departments
 - Partner with local pharmacies
 - Partner with community vaccinators
 - Work with their regional MCIR staff
- Most schools are not ordering more flu vaccine doses in 2015-16 than they did in 2014-15
- Enter all flu vaccines administered by health center into MCIR (regardless of age)

**2015-16 Challenge:
Enrolled Schools
Campaign Specifics**

2015-16 FLU CHALLENGE GOALS

- To increase the number of enrolled schools
 - Targeted outreach to enroll all public colleges and universities
- To increase flu vaccination rates of college-aged young adults
 - To increase the number of students who take the self-reported survey
 - To increase the number of flu doses entered into MCIR
- To increase the level of involvement from enrolled schools
 - To order more flu vaccine doses for the 2015-16 flu season
 - To increase student awareness of the campaign
 - To improve flu vaccination efforts throughout the entire flu season (July-June)
 - To collaborate with new and existing partners to better reach students (e.g., Alana's Foundation, pharmacies, LHDs, community vaccinators)
 - To utilize strategies new to your institution to increase vaccination rates and campaign awareness

ENROLLED SCHOOLS THUS FAR

- Albion College
 - Southwestern Michigan College
 - University Health Service- U of M
 - Hope College
 - Calvin College Health Services
 - Oakland University
 - Kalamazoo College
 - Wayne State University
 - Eastern Michigan University
-
- Enrollment link:
<https://www.surveymonkey.com/s/FluChallenge1516>
 - Enrollment closes on July 31, 2015

CAMPAIGN SPECIFICS: SURVEY

- We will be using the student self-reported survey link again.
- Students will be asked to report school name, month of vaccination, age, and place of vaccination.
 - No identifying information
 - Multiple responses can be submitted per computer as it is recognized that students often use communal computers
 - Utilizing the “honor system”
- Target audience:
 - College-aged young adults
 - Undergraduate students
 - May include graduate and health professions students
- Timeframe: August 1, 2015 to March 31, 2016

CAMPAIGN SPECIFICS: MCIR

- Enrolled colleges and universities are required to enter all flu vaccine doses administered by the health center into MCIR for this challenge.
 - State law requires health care providers to enter immunizations administered to every child born after December 31, 1993 and less than 20 years of age into MCIR
- You will not be eliminated from the challenge if you do not enter doses into MCIR, although this is an immunization best practice.
- Data obtained from MCIR will be used to determine additional award winners.
 - If your school doesn't enter data into MCIR, you will not be eligible for the additional awards but you can still win the overall challenge for your size category.

CAMPAIGN SPECIFICS: DETERMINING WINNERS

- Enrolled institutions will be categorized into small, medium, and large institutions based on undergraduate student population size.
 - Small: 10,000 or less students
 - Medium: 10,001 to 25,000 students
 - Large: 25,001 or more students
- MDHHS will communicate what size category your institution falls under and verify your overall undergraduate (those obtaining Associate and Bachelor's degrees) student population.
- The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge.

CAMPAIGN SPECIFICS: DETERMINING ADDITIONAL WINNERS

- Awards will also be given to health centers with the largest number of flu vaccine doses administered and documented in MCIR and the most improvement in the number of doses administered as compared to MCIR data from the 2014-15 flu season.
 - MCIR award winners will be announced in April.
- An innovative champion award will be given again.
 - MDHHS will distribute an online nomination form to all enrolled institutions.

PLANS FOR UPDATING MATERIALS

RULES AND REGULATIONS

2014-15 College/University Flu Vaccination Challenge: Rules and Regulations

August 2014

Challenge Overview

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The Institution with the highest flu vaccination coverage level percent (based on undergraduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH).

Student Self-Reported Vaccination Survey

The survey link for students to report their vaccination status is www.surveymonkey.com/s/fubattle. Students will be asked to report school name, month of vaccination, and age. There is no identifying information and multiple responses can be submitted per computer (there will be no limit to responses per IP address) as it is recognized that students often use communal computers. Because no identifying information will be collected, MDCH will be utilizing the "honor system."

Beyond collecting data, one of the purposes of the self-reported vaccination survey is to raise awareness of flu vaccine among students and to get students talking about flu vaccine. Therefore, college health centers are not permitted to use data into the survey for the students. Student health centers should encourage all students vaccinated at their facility the challenge and can offer a computer on-site to take the survey. However, health center staff should not be filling survey for students.

The survey link will remain live through the first week of December. Flu vaccines given during August, September, November, and the first week of December will be counted. All three questions on the survey (school name, vaccination, age) must be answered in order to be counted.

Michigan Care Improvement Registry (MCIR)

Enrolled colleges and universities are required to enter all flu vaccine doses administered by the health center. In Michigan, providers are required to report all immunizations administered to students on or after December 31, 1993 and less than 20 years of age. While state law doesn't require documentation for students 20 years of age and older, by agreeing to participate in this challenge, your health center is required to enter all immunizations administered to students, regardless of age, into MCIR for the 2014-15 school year. Reporting of all immunizations is the best practice. Data obtained from MCIR will be used to determine additional awards.

Determining Award Winners

Enrolled institutions will be categorized into small, medium, and large institutions based on size. For this challenge, MDCH considers small institutions as those with 10,000 or less students, medium institutions as those with 10,001 to 25,000 students, and large institutions as those with 25,001 or more students. Your institution's size category will be determined by the number of undergraduate students (divided by the undergraduate student population) will win the challenge. Overall, National Influenza Vaccination Week (December 7-13, 2014).

Awards will also be given to health centers with the largest number of flu vax[®] MCIR and the most improvement in the number of doses administered as or season. MCIR award winners will be announced in late March or early April.

A late-season Innovative champion award will be given to an institution with January-March, 2015. MDCH will distribute an online nomination form. Institutions interested in receiving the late-season innovative champion award will be notified. The award winner will be determined based on nominations received. There will also be MCIR late-season awards given for the largest number of late-season entries entered into MCIR.

For the most up-to-date information, visit www.michigan.gov/flu and click on "2014-15 Flu Vaccination."

www.michigan.gov/flu ->

College & University Flu Vaccination Challenge

PRINTED MATERIALS FROM MDHHS

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?
Let us know when you got your flu vaccine to help your school win the challenge!

HOW

www.surveymonkey.com/s/flubattle
The survey should take less than 1 minute! Visit the link above or scan the QR code on your smartphone.



WHO

Albion College • Aquinas College • Calvin College • Central MI University • Eastern MI University • Grand Valley State University • Hope College • Kalamazoo College • MI State University • Northwestern MI College • Oakland University • Southwestern MI College • University of MI Wayne State University •

WWW.MICHIGAN.GOV/FLU



Why get a flu vaccine?

Ask Niko Yaksich of Michigan.



Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy young woman. The day that she passed away, I was a little under the weather, but by the end of the day, I was around with me. It was as though she had never been around with me. As I slept that night, my sister was normal though. As I slept that night, there was nothing in my brain. The doctors said that there was nothing in her brain. By the following night I had lost my sister.

www.michigan.gov/flu

Concept designed with

Why get a flu vaccine?

Ask the McCormick family of Michigan.



Even healthy, young adults can get the flu, and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Ashley's story

Ashley McCormick was a 23-year-old nanny. She came home from work one day with a high fever and went to urgent care, but on Christmas Eve, she started to feel better, but on Christmas Eve, she quickly became very sick. She was in the emergency room and she died. Ashley's life was cut short.

FLU AND YOU

— KNOW YOUR RISKS —

Find vaccines near you: vaccine.healthmap.org

on she had key to The and

GET VACCINATED TODAY!

GETTING SICK SUCKS

Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.

IT CAN HAPPEN TO YOU

Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to flu. Your lifestyle puts you at a unique risk.

YOU CAN AFFORD TO GET VACCINATED

Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department. For those who are not covered, it is worth the cost.

FLU IS EASILY SPREAD

Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.

FLU IS SERIOUS

Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.

VACCINE: THE BEST PREVENTION

The single best way to prevent the flu is to get vaccinated every year. While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.

Contact Your University Health Center or Healthcare Provider Today!

KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED

There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.

MICHIGAN.GOV/TEENVACCINES
MICHIGAN.GOV/FLU

COLLEGE & UNIVERSITY TOOLKIT



MDCH Department of Community Health MICHIGAN.GOV Michigan's Official Website

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College and University Flu Vaccination Toolkit

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. You are in a unique position to help spread the word about this important vaccine to college-age students, and MDCH would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

This toolkit includes:

- Strategies to increase rates
- Key messages
- E-mail templates
- News release templates
- Social media messages
- Websites and resources

Related Content

- Mission and Vision Statements
- Vaccine Information Statements (VIS)
- 2013 MDCH Fall Regional Immunization Conferences
- Michigan Immunization Timely Tips (IMTT) Newsletter
- MDCH Adolescent Immunization Website
- Letter to

College/University Flu Vaccination Toolkit

Letter to Colleges and Universities from MDCH Chief Medical Executive

Flu Posters and Flyers

Flu College/University Infographic*

Flu Monthly Posters

Why get a Flu Vaccine: Niko's Story

Why get a Flu Vaccine: Alana's Story

No More Excuse: You Need a Flu Vaccine

Flu Talk Young Adults

Reason Enough to Get Vaccinated

Spread Music: Not Flu

Places to Get Your Flu Vaccine

Alana's Foundation Grant Application Flyer

Adolescent and Young Adult Posters and Flyers

Posters for High School and College-Aged Teens

Make the Call Pre-Teen and Teen Vaccine Flyer

Make the Call to Protect Yourself

Posters for Parents with High School and College-Aged Teens

*Include information about your clinics' dates, times, and locations and add your organization's contact

www.michigan.gov/flu

College and University Flu Vaccination Challenge

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. The materials in this toolkit will assist your health center in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR),

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDCH would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitass@michigan.gov.

LET US KNOW HOW YOU ARE DOING!

- What are your plans for the current flu season?
- How has flu vaccine uptake among students been in the past?
- What are your goals in vaccinating the young adult population?
- What barriers do you currently face?
- Insert Survey Monkey link here: [\[link needs to be created\]](#)

Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice. Adult immunization coverage trends may be under-represented in MCIR due to lack of reporting.

IN THIS KIT:

Strategies to increase rates.....	2-4
Key messages.....	5
E-mail templates.....	6-7
News release templates.....	8-9
Social media messages.....	9-10
Websites and resources.....	5,8
Flu vaccine grant flyer.....	11
Posters and flyers.....	12-20

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc@michigan.gov

ADDITIONAL FLU CHALLENGE PROMOTION

- Distributing letters promoting the support of the Flu Challenge to leadership at your institution
 - Deans of Schools of Medicine, Nursing, Pharmacy, Public Health
 - Student Government and Student Life Groups
 - University Relations/Communications
 - Presidents Council, State Universities of Michigan
- Press release and social media promotion
 - Would like to connect more with all of you
 - Tag health centers and institutions at large
- Potential development of PSA with school mascots getting vaccinated

2015 TIMELINE

- July – campaign enrollment, distribute evaluation findings, today's webinar
- August – update materials, distribute official campaign flyer, communicate rules and regulations
- September – Challenge kick-off, distribute letters to school leadership, webinar
- October-March – bi-weekly Challenge leader updates, social media, newsletters, webinars, promotion during NIVW
- April & Beyond – recognize award winners for overall Challenge & additional awards, present trophies

University Flu Vaccine Best Practice Examples

MICHIGAN

- Partnered with health professions students to administer flu vaccine:
 - Calvin, EMU, MSU, UM, Wayne State
- EMU partnered with student government, had drawing for a free iPad mini for students who received flu vaccine at their clinics

OTHER STATES

- **Vanderbilt University**
 - Flulapalooza
 - Designed as disaster preparedness exercise – 2011
 - 1-day mass clinic, offer vaccine free to all employees, students
 - 2013: more than 12,000 people vaccinated (~2,000 students)
 - 2014: more than 13,000



OTHER STATES

■ University of Minnesota

- More than 52,000 students enrolled
- Offer free flu vaccine to students, staff, faculty
- Nursing and pharmacy schools partner with health center
- 2013-14: more than 20,000 free flu vaccines administered





**2015-16
FLU
WEBINAR**

**Wednesday,
August 26,
2015**

12-1 PM

**Registration
will open in
August, more
info to come**

Questions?

Courtney: LondoC1@michigan.gov

Stefanie: DeVitaS1@michigan.gov

*Go forth and
vaccinate
your students
against
the flu!*